



REP HEADLINE# 6301847

\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

\*\*CHANGES\*\*

SEP7/12 16.54

\*\*\* WFSB-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS

MARKET TOTALS \$146,301
WFSB 40%
WTNH 18%
WVIT 25%
WTIC 13%
WCTX 2%
WCCT 0%
WHPX 0%
CABL 2%

SHARES ARE ESTIMATED;GFSB HAS BEEN ENTERED UNDER CABL

SVC- NSI BOOKS- AUG/12
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



WFSB Fairfield County  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

# CONTRACT

<u>Contract / Revision</u> 491858 /		<u>Alt Order #</u> 06301847
<u>Product</u> MCMAHON IIGFSBII		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 1297
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> GFSB	<u>Account Executive</u> Heather Uttley	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	GFSB	09/06/12	09/06/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$45.00			
2	GFSB	09/04/12	09/06/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--T---				2	\$60.00			
3	GFSB	09/07/12	09/07/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$40.00			
4	GFSB	09/05/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W-F--				2	\$50.00			
5	GFSB	09/04/12	09/04/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$90.00			
6	GFSB	09/04/12	09/04/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$90.00			
7	GFSB	09/06/12	09/06/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$90.00			
8	GFSB	09/04/12	09/04/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$25.00			
9	GFSB	09/04/12	09/07/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T--F--				2	\$35.00			
10	GFSB	09/07/12	09/09/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F-S				2	\$65.00			
11	GFSB	09/04/12	09/04/12	NCIS: LA	9PM-10PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB Fairfield County**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

Contract / Revision	Alt Order #
491858 /	06301847

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	MCMAHON !!GFSB!!	1297

Advertiser	Original Date / Revision
McMahon for Senate	09/10/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$250.00			
N 12	GFSB	09/06/12	09/06/12	National Conventions	10pm-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$400.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	GFSB	09/03/12-09/09/12		National Conventions	10pm-11pm	----Th-----	:30		<del>\$400.00</del>	NM		
Credited												
13	GFSB	09/08/12	09/08/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$20.00			
14	GFSB	09/08/12	09/08/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$35.00			
15	GFSB	09/08/12	09/08/12	SA 6pm-6:30pm EWN	6PM-6:30PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$35.00			
16	GFSB	09/09/12	09/09/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$20.00			
17	GFSB	09/09/12	09/09/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$35.00			
18	GFSB	09/10/12	09/10/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$50.00			
19	GFSB	09/10/12	09/10/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$30.00			
20	GFSB	09/10/12	09/10/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$20.00			
21	GFSB	09/10/12	09/10/12	HIMYM/2 Broke Girls	8PM-9PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$300.00			
Totals											24	\$1,595.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	24	\$1,595.00	\$1,355.75
<b>Totals</b>	<b>24</b>	<b>\$1,595.00</b>	<b>\$1,355.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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